**Unutilised land of AIR**

†4578. SHRI RAJIV RANJAN SINGH 'LALAN':
SHRILAJPATRAI:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that All India Radio possesses lakhs of square meter of unutilized land throughout the country;

(b) if so, the area of the total land alongwith the locations thereof;

(c) whether it is also a fact that this land has been encroached upon; and

(d) if so, the area of land under encroachment alongwith the cities where the land has been encroached ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROAD CASTING (SHRI RAVI SHANKAR PRASAD): (a) to (d) The information is being collected, and will be laid on the Table of the House.

**Popularising the programmes of DD and AIR**

†4579 SHRILAJPAT RAI :
SHRIRAJTVRANJAN SINGH'LALAN' :

Will the Minister of INFORMATION AND BROAD CASTTNGbe pleased to state:

(a) whether it is a fact that different schemes have been implemented for popularising the programmes of Doordarshan and Akashwani during the last three years;

(b) if so, the schemes implemented during the said period; and

(c) the total amount spent on each of such schemes ?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROAD CASTING (SHRI RAVI SHANKAR PRASAD): (a) Yes, Sir. Prasar Bharati has informed that in order to publicize its programmes, AIR gives publicity to these through all AIR Stations as well as DD, print media and stage shows. Doordarshan (DD) has implemented schemes like improvement in packaging and presentation to give new look to the channels,

†Original notice of the question was received in Hindi.

formation of Creative Advisory Committee with eminent media personalities, holding periodic press conferences, engagement of agencies for image building etc., barter system with newspapers/magazines for making space in their publications, DD brand promotions through outdoor hoardings etc.

(b) and (c) Prasar Bharati has undertaken ventures as per given below :

**All India Radio**

**1.** Akashwani Annual Award-Rs. 10 lakhs (approx. per year), 2. Gandhian Philosophy and Public Service Broadcasting Award—Rs. 4.50 lakhs (per year), 3. Sarv Bhasha Kavi Sammelan (National Symposium of Poets)—Rs. 6.00 lakhs per year, 4. Akashwani Sangeet Sammelan—Rs. 14 lakhs per year, 5. Dr. Rajendra Prasad Memorial Lecture—Rs. 2.50 lakhs per year, 6. Sardar Patel Memorial Lecture Rs. 2.50 lakhs per year. 7. Musical Evening by Marketing Div. of AIR in 2003—Rs. 5.50 lakhs 8. Release of Series of volumes in music in the form of CDs by AIR containing recordings of leading music maestros in connection with completion of 75 years of Broadcasting in India—Rs. 4.50 lakhs. In addition to this a Photo Exhibition at Cuttack, September 2002 (Rs. 00.65 lakhs) and Release of Special Cover on the occasion of Platinum Jubilee of Broadcasting in India in November, 2002 (Rs. 00.16).

**Doordarshan**

**1.** Sydney Olympic 2000 (Radio, TV, Press, Outdoor)—(Rs. 1.25 crores), 2. DD-Bharari launch 2002 (Radio, TV, Press, Outdoor)—(Rs. 60 lakhs), 3. DD Brand Promotion 2002-03 (Outdoor) (Rs. 18 lakhs). 4. Hundred Years of Recorded Music (Press advertisements as per barter system).

**Programmes telecast on DD**

†4580. SHRI KAPIL SIBAL:
SHRI RAJIV RANJAN SINGH 'LALAN':

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the programmes, which are telecast on Doordarshan, are procured or produced from the private sector organisation;

(b) if so, the names of those programmes during 1999,2000,2001 and 2002 in which advertisements were also telecast during the programmes; and

†Original notice of the question was received in Hindi.